

SINCE 1984

CELEBRATING VOLUNTEER CAREGIVING ORGANIZATIONS



THE NEED

- ▶ As of the 2015 Census, 42.8 percent of older Americans are aging alone and lacking family or support that would take care of them. Many cannot afford assisted living residences or other forms of support allowing the independence to age in place with dignity.
- ▶ By 2040, seniors are 21.7 percent of the population in the United States



THE MOVEMENT

1984

The first 25 pilot projects receive start-up funding from Robert Wood Johnson Foundation (total funding over \$3,750,000)

1993

RWJF issues first RFP for Faith in Action grants (approximately 1,100 local programs are funded over the next seven years) (total funding over \$38,500,000)

2000

RWJF issues second RFP for Faith in Action grants (approximately 600 programs funded) (\$21,000,000 in funding)

2008

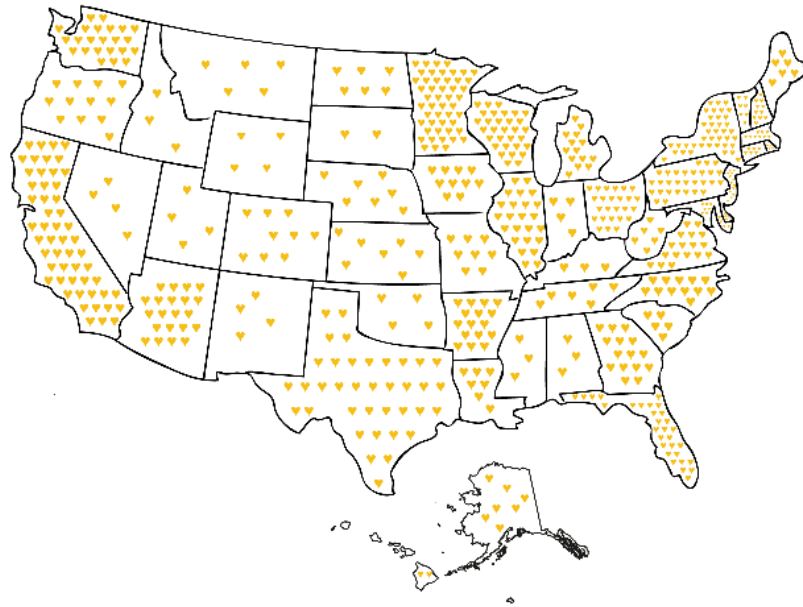
RWJF ends its funding for Faith in Action including the National Program Office that had been running the program. NVCN is created by a small group of local Faith in Action directors to provide technical support to existing and future local FIA/interfaith volunteer caregiving programs

2024

40 YEARS OF VOLUNTEER CAREGIVING! Over 700 of the original Faith in Action programs continue to operate across the USA and are joined by more than 350 new volunteer caregiving organizations.

The NVCN Network Nationwide

In 2024, Volunteer Caregiving will celebrate **40 years of success**, with a model that continues to be replicated in over **2,000 communities** in the U.S. **Serving over 500,000** persons with **over 350,000 volunteers**



Volunteer Caregiving: The Goal



The Goal

► To support vulnerable seniors, retain independence within their own residence to age in place with dignity and improved quality of life

► The Building Blocks

1. Interfaith - Engage diverse communities

2. Volunteer - Recruit, train, and coordinate

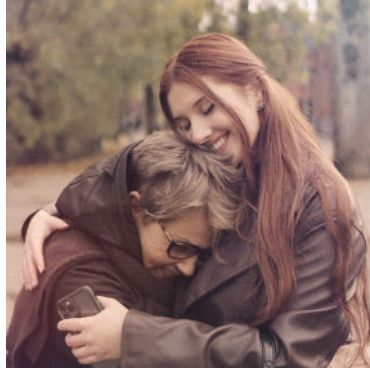
3. Caregiving - Provide non-professional services in timely, efficient manner

4. Long-Term Health Needs - Serve people who are aging or living with disabilities

5. Resident-Based - Provide care where people reside

Volunteer Caregiving: The Results

40
years of
volunteers



Announcing our
40th anniversary
coming in 2024.

Vital Services Provided by our Volunteers:

- ▶ **Rides/transportation** to necessary services: medical appt, stores, etc. (Top Request)
- ▶ Combat **Food Insecurity**: Grocery/meal deliveries, food prep
- ▶ Combat **Social Isolation**: One-on-one matches, friendly visits, phone friends
- ▶ **Neighborly deeds** may also include household chores, repairs, dementia-friendly respite, hospital to home, canine caregivers, and so much more!

- ▶ **350,000+ volunteers**, an average of 350 per organization
- ▶ **500,000+ persons-served**, average of 500 per organization

Local connection



Demonstrated Model of Success

Jo Cooper, Board of Trustees, NVCN



Volunteer Caregiving is a nimble model that adapts easily to various community needs

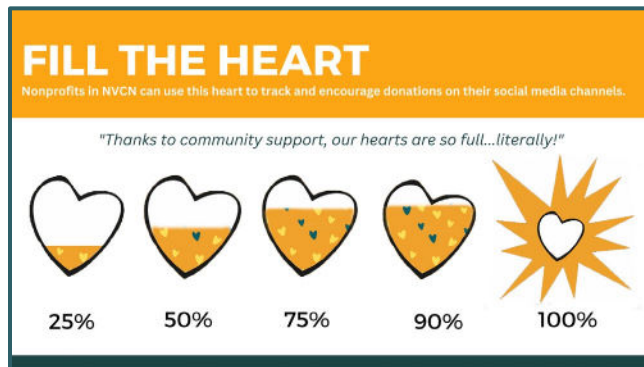
- **Core volunteer services** support activities of daily living
 - transportation, groceries
 - Phone friends, friendly visits
- Other **innovative programs** across the country may be more specialized:
 - Respite programs (Dementia Friendly Relief, Canine Caregivers, Sentimental Journey)
 - Case Management / Hospital to Home program
 - Chore programs / minor repair
 - Intergenerational Programs (youth volunteers)

- ▶ Local program office staff: Paid, interns, volunteers (**2.5 FTE**)
- ▶ Avg Local Budget around **\$350k largely from private donations**, with limited government contributions

Volunteer Caregiving: Celebrating 40 Years!

▶ NVCN 40TH ANNIVERSARY CAMPAIGN GOALS

- ▶ To **create awareness** about the **demonstrated success** and the mission of the Volunteer Caregiving movement **since its launch in 1984**
- ▶ To **create awareness** in your local community about the essential **services provided** to our **most vulnerable populations** such as seniors and people with disabilities.
- ▶ To **offer opportunities** for individuals to lend a helping hand by serving as a **volunteer** or becoming a **donor**.



Volunteer and Donor Drive

SOCIAL MEDIA TOOLBOX	
Pre-made post templates	Customizable, pre-made content/videos
Content calendars for each event	Video tutorials on scheduling social media content & community management
Resource sheet one-pagers	Volunteer support to ensure nonprofits are actively posting.

Providing content to NVCN nonprofits to publish on their own channels to promote engagement, volunteers, and contributions.

Media Kit for Local Outreach

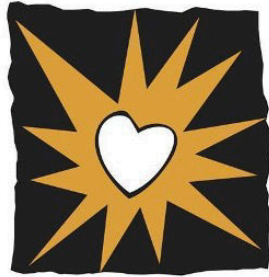


Volunteer and Governance Training

NVCN 40th Anniversary Tool Kit For Local Organizations

The screenshot shows the 'Welcome to the 40th Anniversary Toolbox' page. It features the NVCN logo (National Volunteer Caregiving Network, Since 1984 • Faith in Action) and a navigation menu with buttons for 'About the Task Force', 'Content Plan', '40 for 40 Campaign', and 'Giving Tuesday Campaign'. The main content is divided into two columns: 'FAQ' and 'Key Messaging'. The 'FAQ' section includes questions like 'How does my organization's participation in the 40th anniversary help my local program?' and 'Why is it important to celebrate the 40th anniversary of the national organization?'. The 'Key Messaging' section contains three numbered points about the organization's history and impact. Below this, there are sections for 'Social Media Posts' and 'Volunteer Stories', each with a preview image and a 'Download Complete Package' button. The 'Social Media Posts' section includes a preview of a post titled 'CONNECTING VOLUNTEERS ACROSS THE NATION' and a 'Logo Assets' button. The 'Volunteer Stories' section includes a preview of a story titled 'Most rewarding part of volunteering...' and a 'Volunteer Story Posts and Articles' button.

- ▶ Tools & Tactics **to engage** local audiences
- ▶ Easy-to-use, **online media kit/toolbox** for local organizations to utilize starting now and into the future
 - ▶ The **media kit** includes a variety of multi-media tools aimed at providing individual Volunteer Caregiving Organizations with professionally-prepared marketing and outreach tools
 - ▶ **40th anniversary logo** to incorporate on your stationary, as a sticker, on printed materials, etc.
 - ▶ NVCN National Website Update for 40th / Find a Local Program
 - ▶ **Press Release** / **Social Media Posts** / **Newsletter** Templates
 - ▶ **Caregiving Volunteer “Stories”** for repurposing (print/interviews/video)
 - ▶ **Key Messages** and **FAQs** / Myths & Truths about Volunteering
 - ▶ Signature **Online Training** for new Volunteers
 - ▶ **Governance training** for new and upcoming leaders



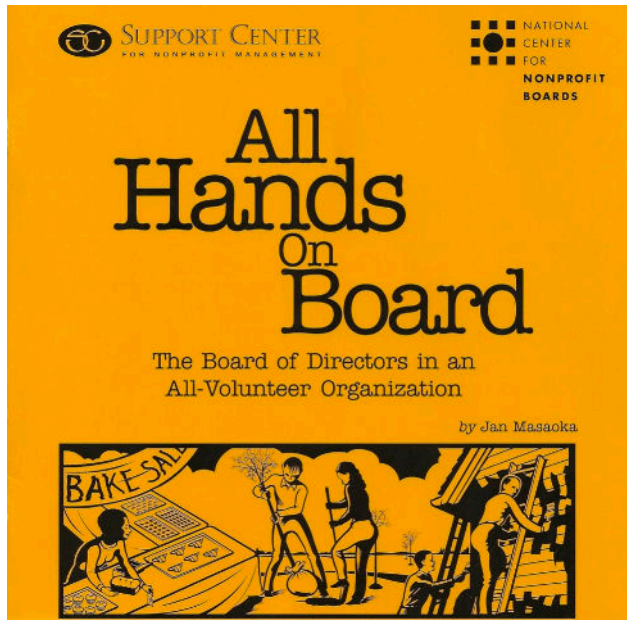
National Volunteer
Caregiving Network

Building a Working Board

NVCN Online Toolkit: Boards

NVCN hosts an ever-expanding resource toolkit on www.NVCNetwork.org with more than **500 non-profit management** references, best practices, webinars; **Over half relate to Board Management topics**, including:

- ▶ **Onboarding BOD** – BOD responsibilities, recruitment, operating guidelines
- ▶ **Governance** – Roles (BOD/Staff) committee planning, legal responsibilities
- ▶ **Strategic Planning** – Roadmap to Success (NVCN developed resource)
- ▶ **Fiscal Health** – Planning for sustainability, Fin. Stmts., Risk Mgmt.
- ▶ **Fundraising** – Building a Funding Base (Corp., Foundations, Agencies)
- ▶ **Community Engagement** – Awareness, Coalition Building, Advocacy
- ▶ **Government Relations** - How to engage State and Local officials
- ▶ **Media Outreach** – Ways to Guarantee Success in Media Relations



Sources include NVCN Network contributors, National Center for Nonprofit Boards, Nonprofit Alliance (Kellogg CC), and more!

Board Development: Good to Great

The Board Responsibility Matrix

The board as the <i>governors</i> or <i>trustees</i> of the organization.	The board as <i>managers</i> and <i>leaders</i> of the organization.
Responsibilities	
In its <i>governance</i> role, the board fulfills its responsibilities by acting as a collective body.	In its <i>management</i> and <i>leadership</i> roles, board members fulfill these responsibilities through their actions as individuals.
Objectives	
To ensure that the organization fulfills its legal and financial responsibilities and fulfills its responsibilities to the community.	To ensure that the organization's work is accomplished and to represent the organization to the community.
1. Handle the money and file the forms. Safeguard assets from misuse, waste, and embezzlement. 2. Keep it legal and safe. Ensure compliance with federal, state, and local regulations, and fulfillment of contractual obligations. 3. Make big decisions for the future. 4. Make sure the organization is accountable to its constituencies, and protect the organization's reputation. 5. Get help when you need it. 6. Plan for arrival and departure of individual members.	7. Get the work done. 8. Support other volunteers so they can successfully contribute to the organization's work. 9. Be ambassadors to the community. Lend names and personal credibility and reputation to the organization. 10. Pass along the covenant. Provide leadership in spirit.



QR code/Link to
NVCN Governance Training

Our Request and Call to Action!

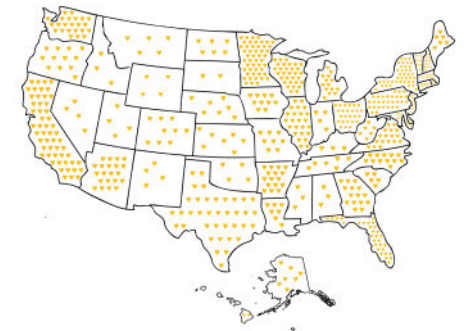
- 1) **Scan the QR code** and **Take** the NVCN online Governance Training
- 2) **Check out** the NVCN Resource Toolkit at www.NVCNetwork.org
- 3) **Choose one, use one** of the over 500 resources, half related to the BOD function

Together We Make a Difference



Strengthening the Mission, Local to National

- ▶ **Local Organization** serving **senior community** needs
- ▶ **Local Organization** working with other Volunteer Caregiving Organizations **to strengthen our mission** in your **State**
- ▶ **Local, Regional, or State** Organizations active with **National organization** on key awareness or fundraising in local area
- ▶ **Opportunities to represent** the **National Network** with partners like FEMA, Area Agencies on Aging, AIRS



Contact Us



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#VolunteerCaregiving #FaithinAction